



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

185 East 85th Street, New York, N.Y. 10028 - (212) 289-0420

Vol. VII, No. 11, August 1979

THE SUIT REVIVES TWO PRIME FOCAL POINTS FOR FALL JEWELRY: THE LAPEL -- THE THROAT

Jewelry is a Lady again. Suits lead the transition into the new decade, and they are soft, subtle, understated. And jewelry follows. The keynote is elegance, and elegant revivals.

- ... THE PRECIOUS LOOK, characterized by purity of line, delicate treatments, exquisite miniaturizations
- ... THE REVIVALS: Lapel Pins, stickpins, dog collars, pears; antiques and antique looks
- ... THE MATERIALS: Polished gold, feathers, plastic

LAPEL PINS, LIKE ALL THE NEW JEWELRY, are smaller and more delicate now.

BROOCHES--SMALL, tailored, man-in-the-moon, mushroom, other flora and fauna conversationalists; even smaller and very fetching, metallic telephone, shoe, jeans, old car, hat/cane; all in gold, silver or ceramic colors (Genevieve/Pakula), geometrics in gold finish open filigree, less than 2-inches east-to-west (The 1928 Jewelry Co.).

BAR PINS--narrow, antique-look brass with delicate leaf or flower motif in polished outline (Piddly-Links); broad tri-tone plastics; CLIPS, less than 1-inch geometrics (Catherine Stein).

FOBS--authenticated one-of-a-kind amulets from Ch'ing Dynasty, in gold vermeil over silver with colorful braided macrame pin tops (The Srednick Collection, L.A.).

The suit's focus on the throat heralds a boom revival for CHOKERS. And for PEARLS, but in new guises, and tiny sizes. CHAINS, too, are ultra-fine, the tiniest links sculptured in polished gold.

(continued on page 4)

FASHION INTERNATIONAL HIGHLIGHT

NEW BRIGHTS MAJOR INFLUENCE IN 1980

New brights, and a softer, warmer cast in the established color families, will be major influences in 1980.

Significant warmer casts are seen in the red-rose-mulberry family: chili, garnet, Victoria mauve, mulberry and apricot brandy. Target red is the apparel bright.

Top banana, another warm cast, is added to the continuing yellows. Bronze, a warm gold, is strongly related to such carry-overs as tandoor tan, tobacco and tarnished brass. Truffle, graystone and the classic beiges continue. Two neutrals are a rich, medium-to-dark fedora gray, and off-white cloud. In browns, the trend is to medium values; red-brown mulled wine is a link to the reds.

Blues proved themselves in 1979, emerge more strongly in 1980...Indigo, a deeper navy, blue fantasy and the new bright. Sea grotto (blue-green), spruce and Sherwood, will be the deeps. Glacier, a fresh, clear aqua, is the jewel-tone in this group. Black and white will become even more important, both as individual colors and in combination with the above.

CHOICE OF TWO MENSWEAR LOOKS FOR FALL: "ASSURED" OR "ASSERTIVE"

The difference is subtle, perceived more in the over-all effect than in individual details. "Assured" fashion is for the man who has arrived, "Assertive" styles for the fashion activist. Both were displayed at the Men's Fashion Association's Fall/Winter '79 Press Preview at Spring Lake, N.J. under the fashion direction of Chip Tolbert. The touchstone difference lies in the shoulder: "soft," and "natural," for the "Assured Man," although he may also find a slight build-up--not padding!--to lend a slimming effect; higher, straighter and forward pitched, combining with slimmed hips and narrower trousers into the new "V"-silhouette for the contemporary "Assertive Man."

NEW DIMENSIONS: NARROWER TROUSER CUFFS and LAPELS--increased exposure of breast pockets needs pocket squares
48" TOPCOATS, some fur-collared or -lined--46"-52" rain-coats--even British warms are longer

BEST SUITED: Double-breasted now 15% of market can now be worn open ... 70% of ALL suits are vested...removable sleeves turn some jackets into vests...trousers are straighter-but-not-tight, a single inverted pleat more directional than the traditional pleat-fronts...Sportcoat/slacks ensembles in suburban tweeds or country looks are refreshing alternatives for business dressing.

THE CASUAL LIFE: Western Wear continues strong, with wider trend to authentic cowboy details...Sweater dressing major, a beloved fashion revival fueled by the energy crunch; soft or tweedy, often in iridescent weaves; scarf collar and lapover V-neck among new top treatments...Fit is prime factor in new explosion of status-label Jeans...Quilting, even in leather: quilted tan, burgundy leather jackets; tan suede fiber filled vest; green, blue, brown, maroon quilt fabric jackets; quilted vinyl trench, cotton-flannel lining...Leather is better than ever: gold suede vest, brown leather shirt can double as jacket, black leather slacks; tan, brown leather jackets, blousons, black blazer; brown leather, suede trenchcoats, quilted black leather topcoat.

MEN'S FURS now account for 15% of all fur sales. Included here, revival of double-breasted overcoats with fur: camel with unplucked nutria or mink collar, brown herringbone with beaver; tan poplin raincoat with opossum collar and lining, iridescent green trench with button-off mink collar and zip-out mink lining...Sports Furs: Raccoon car and pea coats, leather-trim gray fox 3/4 coat, coyote parka; reversible blousons: tan corduroy to coyote or opossum...Serious Fur Coats: Russian marmot, Finnish raccoon, natural gray or brown-dyed fox, full-length mink with Russian sable collar.

OTHER NEWS: Revival of double-breasted dinner jacket, in burgundy or brown velvet
Narrow-shawl-collared dinner jackets in black cashmere,
novelty-printed black or hammered brown velvet
Wing-collar evening shirts...red, or red-dotted, bow ties
Dress Shirts in antique stripes, windowpane checks
Authentic Western felt hats for city wear
Western boots; rubber-soled leather deck shoes new status casuals

IRIDESCENTS are big news, in flannels, corduroys, shirtings...Durable-press all-cotton Shirtings...Soft Tweeds, camelhair, melton; clear-finish Worsteds, cavalry twill, gabardine, covert...COLOR is Major Influence: chocolate brown/ivory, copper, taupe, tan; frosty gray; pea sage and forest greens; cranberry and other vivids.

EUROPEAN FABRICS: SPRING/SUMMER '80

INTERSTOFF: Colorful--Structured--Textured

OVERVIEW: Colorful, more structured fabrics with subtler textures--with mechanical stretch, or airily drapable, set the direction of the 41st Frankfurt Fashion Fair... The natural fibers--wool, silk, linen, cotton--were most often blended with man-mades--rayon, polyester (filament and spun) which, in turn, solo'd... Novelty yarns crossing the surface added varied color and/or texture to solid cloths, and outlined, emphasized or framed patterns... Corded yarns, knots, thick-and-thin, slub and tail, twist, crepe, jaspe and space-dye yarns abounded... Lurex now used more sparingly, a hairline on a plaid or stripe, a hint of glitter on a tweed; mostly gold, some silver or clear... Lace, tulle, embroideries, voile, batiste, organza and georgette gaining importance as contrasts to the more structured fabrics.

THE FABRICATIONS

THE TEXTURES:

- ... SEERSUCKER, from cotton- or wool-blends to silk or chiffon
- ... CREPON embroidered, printed, plaid, Shantung, satin, wool or silk, from fine to pronounced crinkles... CLOQUE
 - ... MATELASSE
- ... CREPE sanded, worsted, marocain, double-faced, georgette,
- ... RIBS--Ottoman, faille, grosgrain, bengaline, Bedford and needle cord, rep and corduroy... WHIPCORD... TWILL...
DRILL... HERRINGBONE... FINE-LINE GABARDINE... INDIGO DENIM
- ... SQUARES--pique, honeycomb, basket weave, checkerboard
- ... SLUBS--linen from sheer to suiting weight, Shantung, Honan
- ... SUMMER TWEEDS... DOBBIES and CLIP DOTS... QUILTS
- ... GLOSSIES glazed, lacquered, coated--chintz, chambray, poplin, satin, damask, polished wool flannel
- ... KNITS ever more important, from fluid silk, fine matte or interlock jersey to toweling, terry, coarse gauges and doubleknit--many have added attraction of elasticized yarns--ribbed, tweed, looped, boucle'd, dobbied and pique'd

THE PATTERNS:

- ... CHECKS--mini, Madras, block, Tattersall, gingham, windowpane, Prince of Wales, houndstooth, birdseye, graph
- ... STRIPES--random, regular, regimental, morning dress, pin, hairline, match stick, awning, deck chair, confetti, paint brush, wavy
- ... PLAIDS--miniature to big block, Madras, box, fine line, handkerchief

THE PRINTS:

- ... ABSTRACTS--dimensional triangles, circles, squares, many bi-color
- ... SURREALIST--machinery parts in random patterning
- ... SEASIDES--shells, fish, boats in all sizes
- ... ART FORMS--inspired by Jackson Pollock, Miro, Kandinsky
- ... HUMOROUS CONVERSATIONALS--tops, dice, umbrellas, light bulbs, old airplanes, kites, sand castles, two or more subjects scattered in geometric fashion...
GEOMETRICS bi- or tri-color
- ... FLOWERS stenciled or stylized, blown up on a huge scale
- ... TROPICAL and FRUIT motifs

THE COLORS:

- ... CHALKY BRIGHTS--strawberry, sky blue, sunlit coral, nile green
- ... WHITENED PASTELS--crystal pink, water blue, citron, aqua, lilac
- ... THE CLASSIC DARKS--navy, forest green, Burgundy, olive, grape
- ... THE NEUTRALS--gray, taupe...and above all BLACK & WHITE, alone or combined

IDEACOMO: FABRICS WERE PRINTED, OR TEXTURED--OR BOTH

OVERVIEW: Color and Texture were paramount; -- surface interest via pattern, or texture--or both, the latter giving new life to old forms--were the big news at Italy's Fabric Fair in Como. The high fashion forecast for Spring/Summer '80 was luxury fabrics, at luxury prices.

COLORS: Newest are bright pastels, some stinging bright--coral, yellow, baby green, baby jade ... tri-tone monochromes ... black/white is tremendous ... bright primaries continue from Spring/Summer '79.

TEXTURES -- RAISED SURFACES: Pique, ribbed faille and ottomans, ridged twill, slubbed shantung, quilted cotton, nubbed silk.

PRINTS: Contemporary conversationalists such as machine or watch parts whimsically floral in feeling ... enormous florals almost 12-inches wide ... but also minimal, "barely there" spaced-out prints ... black-and-white outlines on flat surfaces endow prints with 3-D effects ... raised surfaces make traditional checks, plaids, dots and stripes spring to new life and many in pastel brights.

#

FALL JEWELRY (continued from pg. 1)

PEARLS: METALLICS and BRIGHTS: Four- and six-strand 6mm, also come in 24-inch lengths; eight-strand rice-bead size; all in metallic gunmetal, copper, bronze, or berry, violet, jade brights (Leeander), seed, medium and large sizes in single and multi-strands also in matinee length, in hot high shades and metallics (Iberia) -- OTHER: Natural color fresh water; 8mm Baroque in white, gray, taupe or black; twisted multi-strands of 2mm or 4mm pearls combined with amethyst, lapis, tortoise or black (Richelieu).

BEADS: Two-station, 3-bar brushed gold and Florentined on pyramid 15-inch box chain; five Florentine balls on 16-inch chain; all with matching earrings and bracelets (Pakula); gold/bronze/gunmetal, single or mixed (Catherine Stein).

CHAINS: Half-inch wide 3-D flexible featherstitch-textured; very delicate gold foxtail double chain, tassel chains with bugle drops from center ornament (Blossom Creations), super-thin triple chain bib drop from polished gold sides (Pakula), with small black flat-cut glass drop, or with large polished gold center ending in faceted glass teardrop (Biagi).

GLASS: Spectacular heavy weight collar of antiqued glass beads faceted into layered effect, jet, jade, red, dark blue (1928).

FEATHERS: Pocket feathers, short and squat, to wear in breast pocket, in hair or to accessorize hat (Leeander), corsages -- multi- and two-tone bunches, very soft and slim, about 6-inches tall, on pins (Stein), pulled through gold colored leather (Judyth van Amringe) -- one-of-a-kind, as hair combs, sweater picks; long quills to tuck into belt (R. J. Graziano).

MINIATURIZED PRECIOUS LOOKS: Elegant matte-finish jet glass set in sleek polished gold to enhance precious look--delicate bar pin with jet teardrop; delicate faceted tubular chain collar with jet stations and center (Biagi), petite pave seed pearl conversationalists set in gold, as stickpins or pendants on very fine chain collars (Something Extra), snake chain with baguette joining double dangles that end in tiny rhinestone drops, matching stickpin (1928), multi-strand collars of variegated shapes and colors of beads that vary from tiny to minute, brown or gray tones (Ellen/Robert Originals).

FASHION INTERNATIONAL • NEWS AND VIEWS OF THE INTERNATIONAL FASHION FIELD

Publisher: Ruth Finley, FASHION CALENDAR

Contributing Editors: Betty Ellen Eisler, New York

Lotte Parker, New York

Daisy Goldsmith, New York

Dorothy Silverman, New York

Eleanora Mutarelli, Rome

Lee Slaughter, New York

Alice Meyer, N.Y. & Florence, Italy

One year subscription ... \$49.00

Six-month subscription ... \$30.00

Published monthly by FASHION INTERNATIONAL, 185 E. 85 Street, N.Y., N.Y. 10028 (212) 289-0420